

Montana WIC Program

Retailer Newsletter

FALL 2010

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Please share this
information with your
staff.



Food List Additions

Effective October 2010

As you know, in 2009, the WIC Program changed its food packages to better meet the needs of its participants. This change allowed WIC participants to consume more fruits & vegetables as well as whole grain items. Montana WIC authorized retailers played an important role in these changes and your efforts to train your staff and stock the items on your shelves are greatly appreciated.

In the past year, two more bread items that meet WIC requirements have become available, as well as additional tortillas. The decision to remove Welch's and Tree Top juice from the Food List saved the program money, but caused stocking issues for some of our stores. Those items will be put back on the Food List in frozen, 64 ounce and 48-46 ounce sizes of plastic bottles. Some cold and hot breakfast cereals have been added as well as Adams peanut butter and some store brand juices. The table below details the changes, but please keep in mind that the items are not available for purchase with WIC benefits until October 1, 2010. New Food Lists will be sent to your store in September!

Category	Food Item	Brands Added	UPC code
Cheese	16 oz string cheese	Kraft	
Whole Grain	16 oz loaf bread	Franz 100% Whole Wheat Sara Lee Classic 100% Whole Wheat	7222000118 7294561103
	16 oz package tortillas	Guerrero – white corn & whole wheat Mission – whole wheat	4856406005 4856407107 7373107076
Juice	64 oz tomato	Albertsons, Campbell's, Western Family	
plastic bottle	64 oz vegetable	Albertsons, Great Value, Safeway, Western Family, V8	
	64 oz apple	Flavorite, Great Value, Tree Top	
	64 oz grape (purple & white)	Flavorite, Great Value, Welch's	
frozen	12-11.5 oz orange	Flavorite	
	12-11.5 oz apple	Tree Top	
	12-11.5 oz grape (purple & white)	Welch's	
plastic bottle	48-46 oz apple	Tree Top	
	48-46 oz grape (purple & white)	Welch's	
Peanut Butter	18-16 oz jar	Adams	
Breakfast Cereal - cold	Oats & More - Almond & Honey Crunch Honey Oats - Almond Honey Bunches of Oats – Cinnamon & Vanilla	Albertsons Great Value Post	
hot	12-11oz box Instant Oatmeal	Albertsons, Kroger	
	28-36oz box Hot Wheat Cereal	Great Value Quick Farina, Malt O Meal	



Montana WIC Facts August 2010

- ⇒ WIC participants served - 21,102
- ⇒ Authorized retailers - 200
- ⇒ Benefits (checks) paid - 46,560
- ⇒ Benefits (checks) rejected - 420
- ⇒ Top rejection reasons:
 - » Missing stamp - 278
 - » Illegible stamp - 39
 - » Over Max Price - 42
 - » Missing Signature - 23



Montana WIC Introduces a Fresh Look

The Montana WIC Program has a new logo and existing materials are receiving a fresh look. The new Food List will be part of a full color booklet. The Retailer version will also have benefit redemption guides and tips on how to correctly process WIC benefits. The booklets, along with "We Accept WIC Benefits" window decals (to replace the paper posters) and updated shelf tags will be sent to your store mid-September.



Compliance Investigations & Cashier Training

It is a Federal requirement that State WIC programs conduct compliance investigations, including "secret shopper" buys, every year. The number of stores selected for a compliance investigation is determined by the number of authorized retailers a state has on October 1. Usually in Montana, we select 10-15 retailers and conduct compliance investigations on those stores. The selection of retailers vary from year to year and the selection process looks at several factors that may indicate problems with WIC procedures.

The investigations have been completed and the most common violations include:

- Not using the ID packet to verify identification and signatures
- Allowing foods that are not on the Approved Food List
- Misplacement of "WIC Approved Item" shelf tags - tag is not moved with food item or placed under incorrect item
- Not stocking the required two varieties of fresh fruits and two varieties of fresh vegetables

If your store does on-going training or "spot" training with cashiers, the top two items listed above would be good topics to cover. Cashiers cannot determine approved foods without using the Food List.

While WIC encourages the use of the "WIC Approved Item" shelf tags to help WIC customers locate food items that can be purchased with their benefits, these tags need to be correctly placed and moved with the approved item. Updated tags will be sent out in September.

Similac Infant Formula

Product Changes Continue

Original Product Name & Size	New Product Name & Size
Similac Advance EarlyShield - 12.9 oz	Similac Advance - 12.4 oz
Similac Isomil Advance - 12.9 oz	Similac Sensitive Isomil Soy to Similac Soy Isomil - 12.4
Similac Sensitive - 12.9 oz	Similac Sensitive - 12.6 oz
Similac Sensitive RS - 12.9 oz	Similac Sensitive for Spit Up - 12.3 oz

The language on the Montana WIC benefits has been changed to include the old and new product name & size, so a WIC customer can purchase the version that is in stock. Due to the ongoing confusion over the similar names of the formula products, Abbott Nutrition will be changing the name of the Similac Sensitive Isomil Soy to Similac Soy Isomil in December 2010. The key words to look for to match this formula to the correct benefit are Similac, Isomil and Soy. The UPC codes and wholesale prices of the infant formula products will not be changing.

The modified benefit descriptions are as follows:

12.9 OZ OR 12.4 OZ CAN(S) POWDER SIMILAC ADVANCE

12.9 OZ OR 12.4 OZ POWDER SIMILAC ISOMIL SOY will change to SIMILAC SOY ISOMIL

12.9 OZ OR 12.6 OZ CAN(S) POWDER SIMILAC SENSITIVE

12.9 OZ OR 12.3 OZ PWDR SIM SENSITIVE RS OR SPIT UP

Please remember to only redeem WIC benefits for the infant formula type and size listed on the benefit.

If you have any questions regarding these changes, please call Retail Services at 1-800-433-4298 option 2.



Original



Summer 2010



Winter 2010

Beech-Nut Infant Cereal

Packaging Changes

Beech-Nut announces a new look for their infant cereal products. Please be assured that Beech-Nut cereals will maintain current product names, UPCs and ounce sizes.



Trish Kurek Retires from WIC

Trish retired after 31- ½ years with the State. We wish her the best.

Please direct your inquiries to Carrie Reynolds at 444-4746 or 1-800-433-4298 until Trish's position is filled. Thanks!

Keeping Contracts Updated

As a part of your Montana WIC Authorized Retailer Contract, you are required to update WIC when your liability insurance, Worker's Compensation Policy and One Stop Business License are renewed so a current copy is always on file.

These updates can be mailed to:

Montana WIC Program
Attn: Retail Services
PO Box 202951
Helena MT 59620-2951

Or faxed to: 1-406-444-0239



Would You Like a Copy of the Receipt?

An issue that keeps coming up through conversations and compliance investigations is that many retailers are not providing WIC customers a copy of the receipt for all WIC transactions. WIC retailers are required to offer a receipt to all WIC customers for all WIC transactions. This includes regular WIC transactions and Fruit and Vegetable Benefit (FVB) transactions.

If the customer refuses to accept the receipt that is fine, but you are required to offer one. Please take some time and review all of the WIC transaction steps located in the new WIC Program Booklet which will be sent to your store in September. Once the booklets arrive, please place a copy at each register for easy reference.

As always, contact your Local Agency WIC contact person or the State Office if you have any questions.



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Montana WIC Program

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Who do you call?

Retailers should contact their Local WIC Agency for concerns regarding complaints and general program questions.

Contact the State WIC office if your store will be changing ownership or you have questions about your contract. Trish Kurek retired from MT WIC. Please direct your questions to Carrie until her position is filled.

Contact Carrie Reynolds (406-444-4746) at the State WIC office when issues arise with WIC benefits or prices change for WIC approved foods.



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